



Nebraska WIC Program



WIC VENDORS' UPDATE – SPECIAL PURCHASE STORE PHARMACY EDITION

June 2011

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WIC website address: dhhs.ne.gov/wic

UPCOMING VENDOR ADVISORY COMMITTEE MEETING

- Next WIC Vendor Advisory Committee meeting will be Thursday, June 9, 2011 from 9 to noon (CDT) at the Quality Inn & Conference Center, 7838 South US Highway 281, Grand Island, Nebraska 68803.
- Agenda will include: The progress on the new computer planning project, WIC check out procedures for the fruit and vegetable checks and ways to make that more manageable, and other items of interest to the group.
- You are cordially invited to attend.

Special Note!

- The Nebraska WIC Program is preparing to submit to the United States Department of Agriculture (USDA) our annual State Plan of work.
- If you would like to submit written comments, concerns, or questions regarding any aspects of the Nebraska WIC Program please send them to the following address:

Nebraska WIC Program
301 Centennial Mall South
PO Box 95026

Lincoln, Nebraska 68509

Attention: Peggy Trouba, WIC Program Director
or via e-mail at peggy.trouba@nebraska.gov



PEDIASURE UPDATE

- Abbott Nutrition has a promotional value package size for some of the PediaSure flavors. The value package is an 8-count of PediaSure for the retail cost of a 6-pack. It is being offered as a "buy 6 get 2 free". This value pack is for a limited time period. The WIC check reads: **"3 6 PK PediaSure Ready to Feed 8 oz"**
- The WIC shopper with checks for PediaSure should be allowed to receive their extra allotment, as any other shopper. As a WIC retailer you should treat the WIC customer the same as any other shopper in regard to store specials.
- PediaSure has also updated their container and added the word **"shake"** to the individual containers for PediaSure. This is WIC approved in Nebraska.
- WIC customers with this product on their checks may purchase vanilla, chocolate, strawberry, banana, and berry flavors which are pictured below.
- The WIC check reads: **"3 6 PK PediaSure Ready to Feed 8 oz"**



Vanilla

Chocolate

Strawberry

Banana

Berry



Vanilla
with Fiber

- PediaSure with Fiber has also updated their container and added the word **"shake"** to the individual container for PediaSure with Fiber, Vanilla. This is WIC approved in Nebraska.
- WIC customers with this product on their checks may purchase this product as pictured.
- The WIC check reads: **"3 6PK PediaSure w/Fiber Ready to Feed 8 oz"**



PEDIASURE UPDATE Continued...

- PediaSure Sidekicks is a new product on the market and is **NOT** WIC approved in Nebraska.
- Be sure and look at what is on the check and the product that the shopper brings up for purchase with the WIC check.



PEDIASURE SIDEKICKS NOT WIC APPROVED IN NEBRASKA

If you have any questions about the Nebraska WIC Program please contact either your local agency WIC vendor manager or Regina Paschold, State WIC Vendor Management Coordinator, at 402-471-2781 or at regina.paschold@nebraska.gov

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